

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Tourism Promotion- Released of Advertisement in “Cond’e Nast Traveller India” English magazines, through M/s. Tempest Advertising Pvt., Ltd., Secunderabad – Publication Charges – Sanction of Rs.1,75,000/- - Orders - Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 199

Dated:01-03-2011

Read the following:

- 1.Govt. Lr. No.334/PMU/DDC/2011, Dt.19-01-2011, YAT & C (PMU) Department.
2. Invoice NoPB/000565/10-11, Dt:01-02-2011 of M/s. Tempest Advertising Pvt., Ltd., Secunderabad.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of the promotional initiatives. As a follow up of these initiatives, this Department has ordered to release a Single Page Colour display advertisement at a cost of Rs.1,75,000/- vide letter 1<sup>st</sup> read above to publish of Cond’e Nast Traveller India” English magazines. After publication of the advertisement in the Cond’e Nast Traveller India” English magazines, the advertisement agency namely, M/s. Tempest Advertising Pvt., Ltd., Secunderabad, has forwarded a bill amounting to Rs.1,77,704/- for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction an amount of Rs.1,75,000/- (Rupees One Lakh Seventy Five Thousand only) towards releasing the advertisement in “Cond’e Nast Traveller India” English magazines through, M/s. Tempest Advertising Pvt., Ltd., Secunderabad.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:  
“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (12) Advertisements for Promotion of Tourism – 260 – Advertisements, Sales and Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Tempest Advertising Pvt., Ltd., Secunderabad, after deducting Tax, payable to the Income Tax Department at appropriate rates.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**JAYESH RANJAN**  
**SECRETARY TO GOVERNMENT (T)**

To  
M/s. Tempest Advertising Pvt., Ltd., Secunderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**